



Counties: Morgan, AL



2000 Total Population	111,064
2000 Group Quarters	1,707
2008 Total Population	116,354
2013 Total Population	120,690
2008 - 2013 Annual Rate	0.73%



2000 Households	43,602
2000 Average Household Size	2.51
2008 Households	46,582
2008 Average Household Size	2.46
2013 Households	48,664
2013 Average Household Size	2.44
2008 - 2013 Annual Rate	0.88%
2000 Families	31,445
2000 Average Family Size	2.99
2008 Families	33,217
2008 Average Family Size	2.98
2013 Families	34,364
2013 Average Family Size	2.98
2008 - 2013 Annual Rate	0.68%



2000 Housing Units	47,388
Owner Occupied Housing Units	67.3%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	8.0%
2008 Housing Units	51,192
Owner Occupied Housing Units	66.6%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	9.0%
2013 Housing Units	53,726
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	9.4%

Median Household Income

2000	\$37,877
2008	\$44,107
2013	\$48,701

Median Home Value

2000	\$82,762
2008	\$109,003
2013	\$112,352

Per Capita Income

2000	\$19,223
2008	\$22,062
2013	\$23,901

Median Age

2000	36.6
2008	38.9
2013	40.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Morgan, AL****2000 Households by Income**

Household Income Base	43,515
< \$15,000	18.5%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	19.7%
\$75,000 - \$99,999	8.6%
\$100,000 - \$149,999	6.1%
\$150,000 - \$199,999	1.2%
\$200,000+	1.2%
Average Household Income	\$48,610

2008 Households by Income

Household Income Base	46,582
< \$15,000	14.9%
\$15,000 - \$24,999	12.3%
\$25,000 - \$34,999	12.4%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	7.5%
\$150,000 - \$199,999	1.8%
\$200,000+	1.5%
Average Household Income	\$54,665

2013 Households by Income

Household Income Base	48,664
< \$15,000	13.1%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	24.0%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	1.9%
\$200,000+	1.7%
Average Household Income	\$58,798

2000 Owner Occupied HUs by Value

Total	31,881
<\$50,000	19.9%
\$50,000 - 99,999	43.6%
\$100,000 - 149,999	19.2%
\$150,000 - 199,999	9.4%
\$200,000 - \$299,999	5.2%
\$300,000 - 499,999	1.8%
\$500,000 - 999,999	0.6%
\$1,000,000+	0.3%
Average Home Value	\$104,285

2000 Specified Renter Occupied HUs by Contract Rent

Total	11,469
With Cash Rent	90.5%
No Cash Rent	9.5%
Median Rent	\$346
Average Rent	\$348

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Morgan, AL



2000 Population by Age

Total	111,064
0 - 4	6.6%
5 - 9	7.2%
10 - 14	7.3%
15 - 19	6.8%
20 - 24	5.9%
25 - 34	13.6%
35 - 44	16.4%
45 - 54	14.1%
55 - 64	9.7%
65 - 74	7.0%
75 - 84	4.1%
85+	1.3%
18+	74.7%

2008 Population by Age

Total	116,354
0 - 4	6.6%
5 - 9	6.3%
10 - 14	6.4%
15 - 19	6.4%
20 - 24	6.0%
25 - 34	13.0%
35 - 44	14.4%
45 - 54	15.3%
55 - 64	12.2%
65 - 74	7.3%
75 - 84	4.4%
85+	1.7%
18+	76.7%

2013 Population by Age

Total	120,690
0 - 4	6.5%
5 - 9	6.2%
10 - 14	6.3%
15 - 19	6.2%
20 - 24	5.9%
25 - 34	12.3%
35 - 44	13.2%
45 - 54	15.6%
55 - 64	13.5%
65 - 74	7.9%
75 - 84	4.5%
85+	1.9%
18+	77.2%

2000 Population by Sex

Males	49.0%
Females	51.0%

2008 Population by Sex

Males	49.1%
Females	50.9%

2013 Population by Sex

Males	49.1%
Females	50.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Morgan, AL



2000 Population by Race/Ethnicity

Total	111,064
White Alone	85.1%
Black Alone	11.2%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	1.3%
Two or More Races	1.2%
Hispanic Origin	3.3%
Diversity Index	31.0

2008 Population by Race/Ethnicity

Total	116,354
White Alone	83.1%
Black Alone	11.8%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	2.0%
Two or More Races	1.6%
Hispanic Origin	5.2%
Diversity Index	36.4

2013 Population by Race/Ethnicity

Total	120,690
White Alone	81.8%
Black Alone	12.1%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	2.7%
Two or More Races	1.8%
Hispanic Origin	6.8%
Diversity Index	40.3



2000 Population 3+ by School Enrollment

Total	106,866
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	12.3%
Enrolled in Grade 9-12	5.5%
Enrolled in College	3.1%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	75.3%

2008 Population 25+ by Educational Attainment

Total	79,474
Less than 9th Grade	6.4%
9th - 12th Grade, No Diploma	12.9%
High School Graduate	31.7%
Some College, No Degree	21.4%
Associate Degree	7.2%
Bachelor's Degree	13.8%
Graduate/Professional Degree	6.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Morgan, AL****2008 Population 15+ by Marital Status**

Total	93,834
Never Married	21.6%
Married	60.8%
Widowed	6.5%
Divorced	11.2%

**2000 Population 16+ by Employment Status**

Total	86,074
In Labor Force	62.2%
Civilian Employed	58.8%
Civilian Unemployed	3.4%
In Armed Forces	0.1%
Not in Labor Force	37.8%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	93.8%
Civilian Unemployed	6.2%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	94.3%
Civilian Unemployed	5.7%

2000 Females 16+ by Employment Status and Age of Children

Total	44,474
Own Children < 6 Only	8.5%
Employed/in Armed Forces	4.6%
Unemployed	0.4%
Not in Labor Force	3.5%
Own Children < 6 and 6-17 Only	6.3%
Employed/in Armed Forces	3.5%
Unemployed	0.4%
Not in Labor Force	2.5%
Own Children 6-17 Only	18.7%
Employed/in Armed Forces	12.6%
Unemployed	0.8%
Not in Labor Force	5.3%
No Own Children < 18	66.5%
Employed/in Armed Forces	29.1%
Unemployed	1.8%
Not in Labor Force	35.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: Morgan, AL

**2008 Employed Population 16+ by Industry**

Total	51,487
Agriculture/Mining	1.1%
Construction	9.0%
Manufacturing	23.0%
Wholesale Trade	2.8%
Retail Trade	11.9%
Transportation/Utilities	4.5%
Information	1.1%
Finance/Insurance/Real Estate	4.7%
Services	37.9%
Public Administration	4.0%

2008 Employed Population 16+ by Occupation

Total	51,487
White Collar	51.7%
Management/Business/Financial	10.5%
Professional	18.7%
Sales	11.4%
Administrative Support	11.2%
Services	14.8%
Blue Collar	33.5%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	7.3%
Installation/Maintenance/Repair	5.3%
Production	13.9%
Transportation/Material Moving	6.6%

**2000 Workers 16+ by Means of Transportation to Work**

Total	49,769
Drove Alone - Car, Truck, or Van	85.5%
Carpooled - Car, Truck, or Van	10.7%
Public Transportation	0.2%
Walked	1.0%
Other Means	0.7%
Worked at Home	1.9%

2000 Workers 16+ by Travel Time to Work

Total	49,769
Did Not Work at Home	98.1%
Less than 5 minutes	3.0%
5 to 9 minutes	11.1%
10 to 19 minutes	34.5%
20 to 24 minutes	13.8%
25 to 34 minutes	18.7%
35 to 44 minutes	6.7%
45 to 59 minutes	6.3%
60 to 89 minutes	1.8%
90 or more minutes	2.1%
Worked at Home	1.9%
Average Travel Time to Work (in min)	23.3

2000 Households by Vehicles Available

Total	43,602
None	6.3%
1	29.9%
2	39.4%
3	17.7%
4	4.9%
5+	2.0%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Morgan, AL



2000 Households by Type

Total	43,602
Family Households	72.1%
Married-couple Family	57.4%
With Related Children	26.3%
Other Family (No Spouse)	14.7%
With Related Children	9.8%
Nonfamily Households	27.9%
Householder Living Alone	24.8%
Householder Not Living Alone	3.1%

Households with Related Children	36.1%
Households with Persons 65+	22.6%

2000 Households by Size

Total	43,602
1 Person Household	24.8%
2 Person Household	34.2%
3 Person Household	18.3%
4 Person Household	14.8%
5 Person Household	5.5%
6 Person Household	1.7%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	43,602
Moved in 1999 to March 2000	19.3%
Moved in 1995 to 1998	27.9%
Moved in 1990 to 1994	16.5%
Moved in 1980 to 1989	15.8%
Moved in 1970 to 1979	10.2%
Moved in 1969 or Earlier	10.3%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	47,388
1, Detached	67.7%
1, Attached	3.4%
2	2.3%
3 or 4	4.3%
5 to 9	4.1%
10 to 19	1.5%
20+	3.6%
Mobile Home	12.9%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	47,388
1999 to March 2000	2.5%
1995 to 1998	9.0%
1990 to 1994	11.1%
1980 to 1989	20.5%
1970 to 1979	20.2%
1969 or Earlier	36.7%
Median Year Structure Built	1977

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Counties: Morgan, AL

Top 3 Tapestry Segments

1.	Southern Satellites
2.	Salt of the Earth
3.	In Style



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$77,012,121
Average Spent	\$1,653.26
Spending Potential Index	62
Computers & Accessories: Total \$	\$7,906,570
Average Spent	\$169.73
Spending Potential Index	71
Education: Total \$	\$43,883,001
Average Spent	\$942.06
Spending Potential Index	69
Entertainment/Recreation: Total \$	\$133,082,051
Average Spent	\$2,856.94
Spending Potential Index	77
Food at Home: Total \$	\$173,502,246
Average Spent	\$3,724.66
Spending Potential Index	76
Food Away from Home: Total \$	\$119,566,420
Average Spent	\$2,566.79
Spending Potential Index	75
Health Care: Total \$	\$156,679,490
Average Spent	\$3,363.52
Spending Potential Index	82
HH Furnishings & Equipment: Total \$	\$73,395,136
Average Spent	\$1,575.61
Spending Potential Index	69
Investments: Total \$	\$31,082,515
Average Spent	\$667.26
Spending Potential Index	66
Retail Goods: Total \$	\$951,159,848
Average Spent	\$20,419.04
Spending Potential Index	75
Shelter: Total \$	\$499,718,816
Average Spent	\$10,727.72
Spending Potential Index	69
TV/Video/Sound Equipment: Total \$	\$50,043,138
Average Spent	\$1,074.30
Spending Potential Index	75
Travel: Total \$	\$62,395,258
Average Spent	\$1,339.47
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$34,903,412
Average Spent	\$749.29
Spending Potential Index	75

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.